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PRISON ATMOSPHERE

Arrange an exhibit of guns, handcuffs, chains, leg arms, and other mementos to attract attention.

Display tin tableware used in prison mess halls. Display straight-jackets and convict uniforms. Dress attendant as guard with rifle in hand.

Construct miniature cell in lobby. Inside place a dummy in convict clothes seated on cot. At door place another dummy dressed as guard with keys in hand. Sign over cell reads:" 'Men of San Quentin' is one picture you won't want to escape seeing."

Display photos of notorious criminals and place in your lobby also "wanted" posters of criminals at large.

CONVICT MADE LOBBY DISPLAY

A novel lobby display that would attract attention would be one made up from the various articles manufactured in your state prisons. Surround this display with leg-irons, handcuffs, etc.; stills from the picture, together with suitable announcement card.

Many of the convicts, in order to keep busy, engage in various fads. Some knit, some whittle and make all sorts of unusual things out of wood, while others like to draw. All these objects should prove of interest to your patrons.

CONVICTS AT ROCK PILE EXCELLENT STREET STUNT

If you have a rock pile nearby—if you happen to have a new building for which the foundation is being dug up, plant a few men in convict garb as though they are actually working on the rock pile. Have the men bannered of course, with a guard dressed in blue and carrying a rifle as though he were watching them. You can clow work the rock pile idea by putting up an imitation rock pile, and have the men dressed in prison garb, stand by with sledge hammers in their hands.



DEFENSE DRIVE TIEIN

Your local merchant has joined in the Defense Saving Drive. You should be able to tie-up with them in cooperative newspaper ads and window display.

Suggested tie-in copy: "Help your government by investing in Defense Savings Bonds and Stamps. Start buying a ten-cent Defense Stamp each day. Before you know it, you'll have purchased enough to exchange for a Defense Savings Bond costing \$18.75 . . . worth \$25.00 ten years from now. And for the time of your life, don't miss the exciting, dramatic story of 'Men of San Quentin' at the Blank Theatre."

Order Still No. MM-214-47

Direct From: ---

HAROLD FLAVIN, INC. 250 West 54th Street New York, N. Y.

TIE-IN WITH DEFENSE

Work with the Defense, Victory, Red Cross, or whatever your local war activities function under, to give the prison inmates a boost for their bit in helping toward war victory. Show how the lads of San Quentin are pulling their weight and more, with the Still showing the Red Cross boxes they make for use in Marin County, the sirens they make for the entire country out of scrap aluminum — incidentally the most effective sirens used in the entire state of California. This is what San Quentin is doing! What are the prisons of YOUR state doing to help win the war?

2500 AGENCIES WILL HELP YOU PLUG 'MEN OF SAN QUENTIN'

ADAM HATS will feature this photo in the windows of their 2,500 outlets from coast to coast. This will constitute a tremendous campaign which will certainly help you sell "MEN OF SAN QUENTIN" to your community.



FREE LIST OF PRISON TERMS

A compilation of "Prison Slanguage," codified by Clinton T. Duffy, Warden of the California State Prison at San Quentin, is yours for the asking. Write for this interesting and informative list and use it a hundred ways to ballyhoo "Men of San Quentin."

> Write:-PRODUCERS RELEASING CORPORATION PUBLICITY DEPARTMENT 1501 BROADWAY - - NEW YORK CITY

Don't fail to get in touch with your local ADAM HAT dealer—don't fail to plan a novel window display built around these pictures of J. ANTHONY HUGHES — here's a grand chance to make a sure-fire tie-up pay golden dividends!

CATCHLINES HELP YOU PULL THEM IN

A gun hidden in the Big House . . . and it came out smoking!

* *

The Warden walked into a rod in the hands of a killer . . . and won the fight with his crashing fists!

* * *

Look Out! . . . it's a jail break planned by a killer with a master mind!

* *

See . . . the world's greatest prison as it really is . . . actual scenes of daily prison life woven into a sensational, exciting drama crammed with shock-action! Framed! . . . by a crooked deputy warden . . . So—the young trusty let him have it!

- It will freeze your blood! . . . as the killer rat goes stark mad in solitary!
- See the inside of the famous Jute Mill . . . the most hardened criminals couldn't "take it" in there!

Afraid to die in that gas chamber! Afraid to live among fellowconvicts who hated him! . . . So the toughest killer in the Big House goes raving mad!







ANIMATED CARD

Two cards fastened together, permitting one to slide in back of the other. Two scenes from the picture are shown alternately as the cards are moved back and forth.

Measures 41/2 by 6 inches, die cut and attached, ready to distribute. Made of high grade coated cardbard. This is the type of novelty that will intrigue grown-ups as well as children. Prices include theatre imprint and playdates:

Prices include theatre imprint and playdates: 1000-\$20.00; 5000-\$18.00 per 1000; 500-\$12.50; 250-\$7.50.

Direct From: ---

CIRCUS HERALD

\$3.75 per Thousand \$3.50 for 5,000 or More (2 Colors)

Theatre Imprint \$1.50 Per Thousand Additional

Order Direct From

STRAND PRESS

225 West 39th Street New York. N. Y.

ECONOMY NOVELTY & PRINTING COMPANY 225 West 39th Street New York, N. Y.



SLIDEWELL BOWS TIE-UP CAMPAIGN

Again Hollywood makes fashion news.

For Spring and Summer it's SLIDEWELL BOWS and SLIM JIM BOWS. Do as the Hollywood stars do-Look Better and Feel Better in SLIDEWELL BOWS.

An extensive window display campaign from coast to coast showing J. Anthony Hughes wearing the latest in SLIDEWELL BOWS. Window & counter displays are being sent to all of their dealers. Contact your local dealer to



PLAYSUIT TIE IN

Hollywood's latest creation in Playsuits is specially designed for lovely Eleanor Stewart.

Every department store will feature this exclusive playsuit and be sure to display these stills in your local shop wherever playsuits are sold.

Order Still No. 31

Direct From:-HAROLD FALVIN, INC. 250 West 54th Street

arrange your tie-up. For local dealers name and other information, write to:

> SLIDEWELL NECKWEAR COMPANY 583 Broadway New York, N. Y.

New York, N. Y.



THIS FULL-COLOR TWENTY-FOUR SHEET IS FREE

This special 24-sheet on U. S. Defense Bonds and Stamps, prepared by the War Activities Committee of the Motion Picture Industry in cooperation with the Treasury Department, is available FREE to exhibitors for posting on your regular stands. Here's an opportunity to render a real service to your cooutry! Because this poster displays the American Flag it cannot be used on sniping locations, but a line may be sniped at the bottom to this effect: "Posted by (Theatre) As Its Contribution To The War Effort." Help do your



ATMOSPHERIC EFFECT SLIDES

Used as backgrounds for your Film Trailer and while showing the credits. Theatres having Brenkert F7 machines use the larger size-standard size for regular projectors:-

> PRICE 31/4"x4"\$1.50 4" x5" 2.00 **Beautifully Colored Positives Only**







A JAIL-BREAK in the **BIG HOUSE**!

A hidden gun...and it came out smoking! Only a few days to his parol . . . and the killer took him along as a shield in his desperate attempt to escape from the hell-hole!



Actual Prison Scenes in a Sensational Drama Crammed with Shock-Action!

2 Column Ad Cut or Mat No. 25

Producers Releasing Corporation MEN OF 5AN QUENTIN





2 Column Ad Cut or Mat No. 27









I Col. Ad Cut or Mat No. 12





FOR CRYING OUT LOUD-WHEN AM GOING TO GET OUT TO SEE "MEN OF SAN QUENTIN'

I Col. Ad Cut or Mat No. 11





I Col. Ad Cut or Mat No. 13







I Col. Ad Cut or Mat No. 7



3 Column Ad Cut or Mat No. 41

A SERIES OF SIX ADVANCE NEWSPAPER TEASERS

A set of teasers for use in newspapers — either on a page-to-page or day-to-day basis, building up to your big announcement ad on "Men of San Quentin," is issustrated herewith. It can also be used, blown-up, as lobby or window embellishments. You can blow the art up directly from this page.















22 x 28





SET OF 11 x 14's IN FULL COLOR















WARDEN DUFFY BRINGS NEW DEAL TO SAN QUENTIN

HUMANE RULES HAVE CHANGED "BIG HOUSE" WAY OF LIFE

(Current Review)

VOU can't judge people by appearances! That's a truism amply borne out by scenes in "Men of San Quentin, the realistic drama of prison life written and produced by Martin Mooney for Producers Releasing Corporation. It was in this ancient bastille that the late labor organizer, Tom Mooney, who died recently in a San Francisco hospital, served twenty-two years

of a sentence imposed for the dynamiting of a 1916 Preparedness Parade, a snake" James, now an occupant of crime of which he stoutly maintained he was innocent. Mooney was pardoned in 1939 by Governor Olson of California.

MARTIN MOONEY, veteran reporter, playwright, screen author and criminologist, interviews Clinton T. Duffy, Warden of San Quentin Penitentiary, regarding reforms introduced into the prison. Since his appointment to that post in September, 1940, the warden has eliminated severe punishments and unyielding iron discipline which made existence within San Quentin a lasting torture for the inmates: substituting humane methods that have practically revolutionized American penal technique, several other State prisons having followed the example set by by Duffy.

Martin Mooney has written and produced for Producers Releasing Corporation, "Men of San Quentin," a tensely realistic drama of convict life, which presents authentic camera shots of the ancient bastille's interior. This is the first time in the penitentiary's history that permission was granted for filming a picture within its gloomy walls.

3 Column Scene Cut or Mat No. 40

Producer Martin Mooney Embodies Ideals In "Men of San Quentin"

(Current Review) MAKING the big super-drama of prison life, "Men of San Quentin" was a labor of love for Martin Mooney, who wrote IVI and produced it for Producers Releasing Corporation. Mooney, nationally famous reporter, playwright and criminologist, put more of himself and his ideals into this picture, than in any other of the numerous features dealing with underworld habitues which

his convict charges came to be known as "McCauley's gang."

For the first time in the penitentiary's history, permission was granted by the authorities for the filming of its interior. And Mooney, a criminolo g i s t veteran reporter, playwright, and author, asserts triumph antly that the



Condemned Row, awaiting execution for the murder of his pretty 27-yearold wife, Martha Busch James.

Robert S. (Red) James, as he was known to newspaper readers, his real name is M. Raymond Lisenba, engaged in the lucrative pastime of wedding girls and killing them for insurance money. He is supposed to have disposed of six other spouses in this fashion, collecting sums aggregating \$35,000. Martha was drowned in a bath tub by her husband, after he had failed to accomplish his purpose by exposing her consecutively to the lethal attentions of a black widow spider and a rattlesnake.

But for one "Rattlesnake" James, there are hundreds of convicts proving themselves worthy of benefits wisely lavished upon them by the merciful Warden of San Quentin.

Year's Jail Drama **Coming To Ritz**

(Advance)

The first really authentic drama of prison life, "Men of San Quentin," a P.R.C. production, is coming soon to

This thrilling story actually filmed with many exterior and interior shots of the famous California penal institution, has an unusual quality of realism due to the fact that the inmates are seen in much of the action.

Previewed right in the great mess hall of the prison before several thousands of the convicts, the picture was received with great enthusiasm by these hard-boiled critics, who certainly are the best judges of life behind penitentiary walls. Their reactions were of interest to the newspaper reviewers and special feature writers who attended the unusual performance, for the convicts applauded impartially when a guard or a prisoner got shot or beaten up. They only demanded strong and convincing action, and as this was supplied to them in large chunks, they made the rafters ring with their unqualified approval. Impressive performances are given by Dick Curtis, Jeffrey Sayre, Art Miles and George Breakston in their roles of convicts. The story is by Martin Mooney, America's Number 1 crime reporter.

show most of CLINTON T. DUFFY San Quentin's Warden of San Quentin inmates as com- 1/2 Col. Star Cut or Mat No. 2 paring favor ably in looks ---with any group of ordinary citizens. WARDEN COOPERATED

Warden Clinton Duffy, to whose

able co-operation the picture owes much of its colorful detail, also points out that a high intelligence average exists among his charges, with morons decidedly in a minority. This statement will probably surprise many persons inclined to class all criminals as desperadoes on a common unintellectual brute level, who look the part. Like the outside world, San Quentin's little world is about equally composed of human black and white sheep. Some are dyed-in-the-wool ruffians best kept under lock and key for society's sake. Some, like Tom Mooney, may have been unjustly convicted. Others are repentant, anxious to redeem their misakes, hopefuls of a happier future. These latter, with good reason, pin their faith on Warden Duffy as a powerful aid toward the realization of those hopes. Clinton Duffy is a humanitarian whose sympathies have ever been with the underdogs in life's battle. Since his appointment as the boss of San Quentin in September, 1940, he has thrown himself heart and soul into the strenuous task of rehabilitating criminals. Time was when the name of San Quentin was 10undly cursed by the underworld.

his genius had given the screen.

He had long anticipated the production on a large scale of a story covering the minute details of penitentiary life with nothing left untold, either of its dark side, or the sunshine touches brightening sombre background. He chose San Quen-

tin for locale MARTIN MOONEY there Producer because 1/2 Col. Star Cut he found a spirit or Mat No. I kindred in Warden-

Clinton Duffy. Both men are enthusiasts in the cause of prison reform, and when Clinton Duffy was appointed to his present post in September, 1940, he put his reform theories into practical shape at once.

WAS A HORRIBLE HOUSE

San Quentin once stood for all that was horrible in the eyes of all criminals, as a virtual abode of torture, so severe was its rigid discipline, and ruthless methods of punishment. Duffy abolished all this. He cut red tape, treated his charges humanely, provided them with suitable recreation, with proper educative facilities, and his example may be said to have revolutionized America's entire prison system, for many other State penitentiaries have adopted his methods. Martin Mooney knew all this and achieved his greatest ambition when he obtained permission from the California authorities to film the old penitentiary's interior, a permission granted for the first time in its history. Himself an ardent apostle of convict reform, he welcomed with delight the

Warden's cocperation in producing the picture. Their ideals, their hopes for the development of happy hours in the bleak lives of unfortunates held in the law's iron grip, were mutual. The net result of their labors was to give the screen a spectacular, human document of unprecedented dramatic power, alive with realistic thrills, tragedy and pathos.

California's prison system had a rather odd beginning. With the coming of the "days of gold, the days of forty-nine!" the rapid influx of fortune hunters from all over the world caused such a huge increase in the State's population, that its government was utterly unable to cope with the rapid rise of the chiminal element and wild conditions that ensued. So vigilance committees were formed, which dealt out rude justice with merciless hands.

IT WAS SUDDEN DEATH

Offenders were promptly sentenced to death and as promptly hanged. There was no time for long drawnout trials, or preliminary imprisonment, and commodious jails were not needed. Yet there were numbers of criminals whose offenses did not warrant execution and these were a serious problem. This was partially solved when a State senator of a keen commercial turn of mind offered to assume charge of these lesser lawbreakers, in return for a certain sum to be paid him by the legislature.

Housing quarters were mighty few around that section of the country then, but McCauley was equal to the emergency. He stowed away his prisoners on an old ship that had sailed around the Horn with goldseekers, and when its crew deserted to the gold diggings, lay abandoned in San Francisco Bay. During the day the members of McCauley's gang worked alongshore, at night they slept in the ship. It was a lucrative racket for the operators.

But one night while the prisoners slumbered, they suddenly awoke to a realization of the fact that their marine home had gone on an unexpected cruise. A gale from the North had struck the ship, which tore loose from its anchorage and drifted across the bay. For a time it looked as though McCauley's contract would be washed out of his care altogether.

VESSEL WENT AGROUND

But fortunately for the terrorstricken gang, the vessel went aground on San Quentin Point. There she stuck, and McCauley, being unable to get her afloat again, conceived the notion of building a barracks on the Point to house his charges. This was done and an edifice of brick, clay and stone rose into being. Thus was formed California's first regular convict residence, and San Quentin Prison became an established fact.

McCauley, who appears to have had showmanship instincts, added to his income by admitting visitors to the jail at two dollars a person. Those were boom times, and the curious ones paid up cheerfully. Once inside they could even purchase liquor, and there were plenty of merry high jinks staged inside the then hospitable walls of San Quentin. But in 1856 the State purchased the place from McCauley, and there was no more fun or feasting. With the passing of the years San Quentin became celebrated for its stern discipline, later relaxed in favor of the more humane methods of prison government. And now the motion picture has invaded its precincts,

A PLACE OF TORTURE

It meant a place of horrors, of unrelenting, rigid discipline strained to torture-verge, punitive measures calculated to sap the minds and bodies of its wretched inmates, one of the toughest spots in the U.S. wherein to serve a sentence.

Under the Duffy administration a marvelous change has taken place in the old penitentiary. Fitting discipline is maintained, but the doctrine of fair play for everyone prevails. Prisoners can approach the warden, not as serfs kowtowing in fear before an autocrat, but as man to man, confident that he will listen graciously to their complaints and give them a square deal. That alone, is a boon only properly appreciated by those who have "done time" within prison walls in the past. Intelligent development of recreation and educative facilities have also played a prominent part in transforming San Quentin from a House of



He was also to receive whatever they could earn by honest labor, and was to guarantee that they were furnished with sleeping quarters and fed. The canny senator sublet his contract to one Mike McCauley, a strong-arm Irishman with a Simon Legree knack of handling tough customers. Mc-Cauley prospered as a herder of his human stock, and in course of time,

Dread to a Temple of Reform, where wrecked humanity can be restored to a proper status of mental and physical good health.

HARBORS ALL KINDS

It can be frankly admitted that there are criminals quite beyond the limits of possible reformation. San Quentin has always harbored extremes in human nature. Tom Mooney dying a martyr to injustice, as most Americans believe, presents a sharp contrast to the notorious "Rattle-

DICK CURTIS and JEFFREY SAYRE, in a scene from P.R.C.'s prison drama, "MEN OF SAN QUENTIN."

Col. Scene Cut or Mat No. 3

WARDEN DUFFY AND MARTIN MOONEY AT PREVIEW OF PICTURE AT SAN QUENTIN

THE CELL OCCUPIED B TOM MOONE THIS PICTURE IS DEDICATED WARDEN CLINTON T. DUFFY and the Men of San Quentin FOREWORD

cisco Bay — and thus San Quentin Prihistory. Riots, escapes and murders were frequent. v story opens with the fearful tranquility that fol-

lows the slaying of a guard. Solitary cells are jammed with inmates, the guards restless, and a political upheaval

